

Serial No. 09/963,335
Amdt. dated September 3, 2010
Reply to Final Office Action of March 3, 2010

PATENT
MNI010003CIP
Customer No. 24498

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Kenneth Klarfeld et al.
Serial No. : 09/963,335
Filed : September 24, 2001
Title: **SYSTEM AND METHOD FOR PERSONALIZED TV**
Examiner : Rueben M. Brown
Art Unit : 2424

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Dear Sir:

In response to the Final Office Action dated March 3, 2010, for which a response was due June 3, 2010, and which due date has been extended to September 3, 2010 by Applicant's request for a three (3) month extension of time under 37 C.F.R. 1.136(a), and accompanying Applicants' Request for Continued Examination (RCE), please enter the accompanying amendments and remarks/arguments in the above identified application.

Please charge the requisite fees for filing a three month extension of time as well as the accompanying RCE to Deposit Account No. 07-0832. Reconsideration of the application in view of the amendment is respectfully requested.

Amendments to and Listing of the Claims begin on page **2** of this paper.

Remarks/Arguments begin on page **7** of this paper.